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BEFORE THE  
**Federal Communications Commission**  
WASHINGTON, D.C. 20554

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AUG 30 2004

In the Matter of

Draft Eligible Services List for  
Schools and Libraries Universal Service  
Support Mechanism

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Federal Communications Commission  
Office of Secretary

CC Docket No. 02-6

**REPLY COMMENTS OF NOTIFICATION TECHNOLOGIES, INC.**

Notification Technologies, Inc. ("NTI"), by its attorneys, hereby submits reply comments in response to the Commission's August 13, 2004 "Public Notice" (FCC 04-200) soliciting comment on the draft list of eligible services under the schools and libraries program. NTI requests that the Commission clarify that a "one-to many" telephone message distribution service, such as the NTI Connect-ED™ school-to-parent telephone notification service, is an eligible service within one or more of the categories identified in the draft eligible services list appended to the August 13, 2004 Public Notice. In the alternative, NTI requests that the Commission commence a rulemaking proceeding to make such changes in its rules as are necessary to designate such one-to-many, school-to-parent telephone message distribution services as eligible for support under the schools and libraries support mechanism.

**BACKGROUND**

NTI is a privately-held company headquartered in Los Angeles, California that offers K-12 schools a one-to-many telephone message distribution service known as "Connect-ED." Using Connect-ED, school administrators are able to deliver recorded

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voice messages to thousands of parents in a matter of minutes. Currently, over 1500 schools are using the Connect-ED platform as an emergency communications, attendance notification, and community outreach solution.<sup>1</sup>

At the heart of NTI's school-to-parent telephone notification service is a proprietary Customer Relationship Management application that enables schools to use the public switched telephone network and Internet as an interactive message distribution platform. This platform gives schools a far more rapid and efficient mechanism for communicating with parents and students than e-mail or traditional phone trees and speed-dialing services. For example, schools using Connect-ED can deliver a sixty-second message to 2,500 recipients (or a thirty-second message to 5,000 recipients) in one minute.

To make use of Connect-ED, a school administrator calls a toll-free number and records an outgoing voice message. The administrator then accesses a secure website maintained by NTI (or, in an emergency where Internet access is not available, connects with the system via a toll-free number) and selects the message recipients and schedules the time and date for delivery of the message to up to six phone numbers per recipient. Once the message is delivered, the service promptly provides detailed feedback to the school via e-mail, identifying whether a message was received "live" or by an answering machine and allowing schools to resend "undelivered" messages and update contact lists to correct "bad" numbers.

Schools using a service such as Connect-ED do not have to invest in or install any new hardware, software, or phone lines. The list of contact numbers is stored on servers

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<sup>1</sup> Information regarding NTI and Connect-ED can be found at <http://www.notification.com>. For the Commission's convenience, information from this website has been printed and attached to these reply comments.

maintained by NTI and schools can easily import entire datasets and contact lists through the NTI-maintained website. The service also allows schools to tailor outgoing message delivery to students by grade or other grouping, or send messages to other constituencies such as faculty or support staff.

Illustrations of how schools are using the Connect-ED school-to-parent telephone notification service include the following:

**Emergency Communication.** If an emergency situation arises, Connect-ED allows school officials to notify parents and staff within minutes and to provide reassurance and updated information until the situation is resolved. For example, the principal of a California elementary school utilized Connect-ED to distribute an emergency notification to the school's entire database of parents and staff about a missing third-grader who failed to meet his parents after school at the appointed time and place. Within minutes of receiving the message, search teams were organizing and within an hour, the student was found and safely reunited with his parents.

**Attendance Notification.** Daily attendance monitoring is an important but time-consuming task for school officials. Utilizing a one-to-many telephone message distribution service such as Connect-ED, a school can automatically download daily attendance information and deliver a recorded message to the parents of absent children early in the day, using daily reports taken from the school's own attendance system. These attendance notification calls can be placed in multiple languages to better serve the needs of more diverse school

communities. A number of school districts using Connect-ED as an attendance notification communication tool have reported reductions in truancy.

**Community Outreach.** Communications between schools and parents are essential to getting parents motivated and involved in their children's education. A one-to-many, school-to-parent telephone notification service can provide the cornerstone to a school's overall communications plan. It can enable school administrators to inform parents about upcoming events, test days, or district issues; give notice of last minute schedule changes; and substitute reliable voice messaging for "backpack stuffers" and direct mailings. One school district used Connect-ED to urge parents to participate in an annual survey conducted by an independent research firm as part of the district's assessment and planning program. The result was a higher level of responsiveness than in the past.

### **DISCUSSION**

NTI submits that the draft eligible services list should be amended to clarify that one-to-many telephone message distribution services such as Connect-ED qualify for support under the schools and libraries mechanism (as a form of custom calling service, or homework hotline service, or voice mail service). Such a clarification would be consistent with the relevant statutory provisions and policy and with previous Commission decisions.

Specifically, sections 254(c)(3) and 254(h)(1)(B) of the Communications Act provide the Commission with broad authority to include "additional services" within the schools and libraries program. In implementing these statutory provisions, the Commission concluded that because the technology needs of the participants in the

schools and libraries program are “complex and unique,” each participant “should have maximum flexibility to purchase the package of services they believe will most effectively meet their communications needs.”<sup>2</sup> Moreover, the Commission also has created a presumption that “reasonable requests for any supported service – over any technology platform – to be used by any school...while on school...property, shall be eligible for discounts.”<sup>3</sup>

Given these determinations, it is well within the Commission’s authority to clarify that a one-to-many telephone message platform is an eligible service. Such clarification does not require the Commission to determine whether a telecommunications carrier is providing the service or to specifically categorize the service as a telecommunications service or information service. Rather, the Commission can, and should, take a flexible approach, as it has with its treatment of voice mail.

In the case of voice mail, the Commission found that it enhances access to information services for schools by “allowing meaningful communication among parents, teachers, and school...administrators” and, as such, was “integral” to such communications.<sup>4</sup> More importantly, the Commission’s decision to recognize voice mail

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<sup>2</sup> *Report and Order*, Federal-State Board on Universal Service, CC Docket 96-45, 12 FCC Rcd 8776, 9002, 9076 (1997). *See also Second Report and Order and Further Notice of Proposed Rulemaking*, CC Docket No. 02-6, 18 FCC Rcd 9202, 9207-08 (2003).

<sup>3</sup> *Id.* at 9207. Typically, school officials using a service such as Connect-ED will record and schedule the delivery of messages from their offices on school property during regular school hours. As described, however, the system also allows school officials to record and schedule messages from remote locations. Such remote use of the system plainly falls within the Commission’s finding that offsite uses of a service could be sufficiently “integral, immediate, and proximate to the education of students” to satisfy the requirement that the use be for an educational purpose. *Id.* at 9208.

<sup>4</sup> *Id.* at 9212.

as an eligible service reflected in no small part its conclusion that voice mail is “functionally equivalent” to e-mail.<sup>5</sup>

One-to-many telephone message distribution platforms, when used by schools for community outreach, emergency notification, and attendance notification also are “functionally equivalent” to e-mail. In fact, because such platforms utilize the ubiquitous phone network, they are far better suited to communicating with parents than e-mail.<sup>6</sup> They also are comparable to (and potential substitutes for) other eligible services, particularly homework hotline services and custom calling features, such as speed dialing. Consequently, the Commission should clarify that one-to-many telephone message service – which do not require schools to install new telecommunications equipment or software – fall within these existing categories of eligible services.

## CONCLUSION

On the basis of the foregoing, NTI requests that the draft list of eligible services appended to the Commission’s August 13, 2004 Public Notice be revised to clarify that one or more existing categories of eligible service encompass one-to-many telephone message distribution services. If the Commission concludes that the requested clarification exceeds the scope of the instant proceeding, NTI requests that it issue a notice of proposed rulemaking to consider adopting such amendments to Part 54 of Title 47 of the Code of Federal Regulations as are necessary to designate and recognize one-to-

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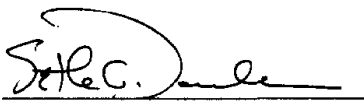
<sup>5</sup> *Id.*

<sup>6</sup> The National Telecommunication and Information Administration reported that, as of 2001, 95.5 percent of the nation’s households had telephone service, while only 50.5 percent had Internet service. See Federal Communications Commission, Wireline Competition Bureau, Industry Analysis and Technology Division, *Trends in Telephone Service*, May 2004 at Table 16.1. While the number of households with Internet service is increasing rapidly, it almost certainly continues to lag behind telephone penetration. In addition, given the growing ubiquity of cellular service (currently more than 168,000,000 customers), it is far more likely that school officials will be able to reach parents who are not at home or at work if they use a one-to-many telephone messaging service rather than e-mail.

many telephone message distribution platforms as eligible services under the schools and libraries program.

Respectfully submitted,

**NOTIFICATION TECHNOLOGIES, INC.**

By:   
Seth A. Davidson

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Washington, D.C. 20006  
202/939-7900

Its Attorneys

Dated: August 30, 2004

These students don't need to know  
their school is in lockdown...

...but their parents do

Get connected with **Connect** TM



## For as Little as

### Imagine...

Reaching parents during an emergency situation before rumors spread.

### Imagine...

Reducing the "backpack" communication gap."

### Imagine...

Implementing a communication system that works with your student information system.

### Imagine... -ED

Connect-ED™ is a web-based communication system that allows school administrators to schedule, send, and track personalized voice messages to thousands of parents and staff in minutes.

-ED

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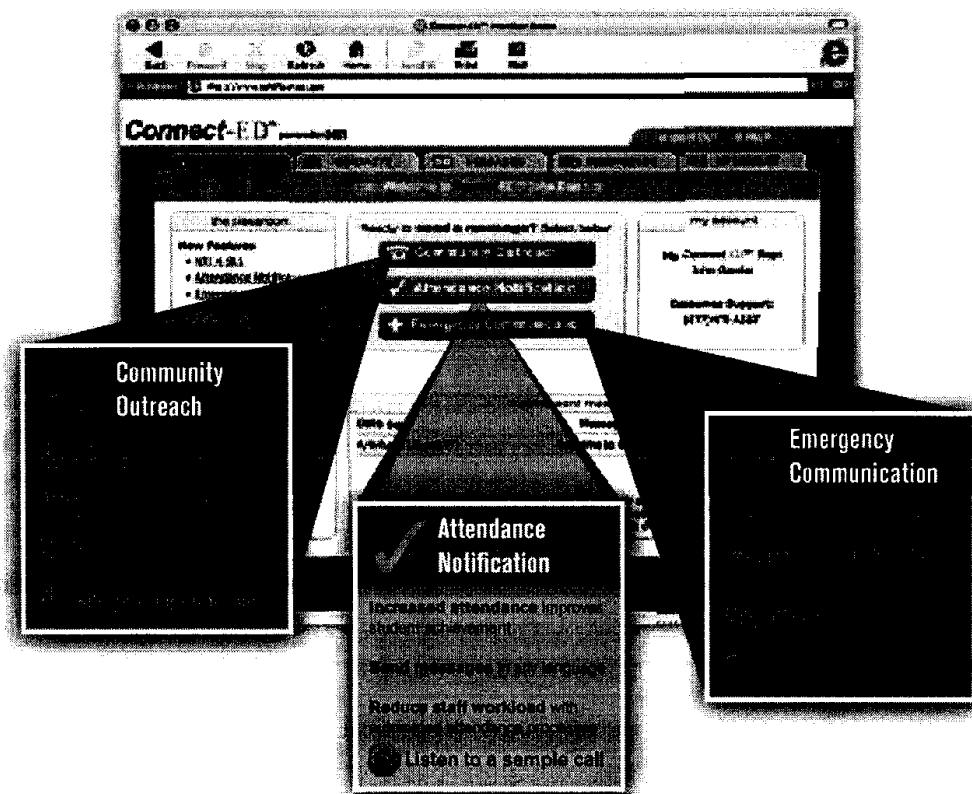
# One Penny per Student per Day



**Connect-ED™** enables school administrators to schedule, send, and track personalized voice messages to thousands of parents and staff in minutes.

## Because your school needs a clear, consistent, and reliable voice...

Built specifically for the K-12 education market, **Connect-ED™** offers a bundled set of community outreach, emergency communication, and attendance notification solutions - all controlled via a highly secure, password protected Web interface, or, during an emergency, using any phone at any time from any place.



## How schools use **Connect-ED™**



### Community Outreach

"**Connect-ED™** is the cornerstone of our communication plan. It is truly the epitome of an agile system. We've used it for everything from welcoming new parents to reminding staff to turn in their healthcare forms."

-Max McGee, Superintendent,  
Wilmette School District 39



### Attendance Notification

"Using **Connect-ED™** to communicate multilingual messages to our parents regarding absences, truancy, and important school site events has been very exciting. Both parents and staff have been appreciative of the new communication tool, which will assist us to accelerate learning in our schools. In the short time that we've utilized the system, the district has seen a 1%-2% increase in attendance."

-Carolyn V. Wertz, Associate Superintendent,  
Baldwin Park Unified School District



### Emergency Communication

"If there's an accident near a school and children are delayed in being dismissed we have to communicate with parents and staff immediately - we don't have the luxury of doing it over a 2 to 3 hour period. **Connect-ED™** solves that dilemma for us. How can you not afford to have this system?"

-Dr. Joe Condon, Superintendent,  
Lawndale Elementary School District



Notification Technologies, Inc.™

## *Educators said...*

*"A system that helps us bridge the communication gap between schools and parents would be a dream."*

*"Emergency communication is mandatory."*

*"Daily truancy call-outs are expensive, inefficient, and monopolize valuable staff that could, and should, be doing other things."*

*"Real-time reporting of who received the calls live, via an answering machine, or not at all would be invaluable."*

*"Our student information systems are our lifeline and any new system must integrate seamlessly."*

*"We need to be able to send a message from school, home, or when we're on the road."*

*"Your system would need to be multilingual."*

## *Then they laughed and said...*

*"Could you also tell us when we have bad parent phone numbers so we can keep our data current?"*

*"And, of course, we'd love someone to help share the cost."*

## *We said, "No problem" and we built it.*

Call (877)-NTI-4-411 to schedule an appointment  
Visit [www.notification.com](http://www.notification.com) for more information

**Connect-ED™** is a service of Notification Technologies, Inc.

Notification Technologies, Inc.  
14144 Ventura Blvd, Suite 200  
Sherman Oaks, California 91423



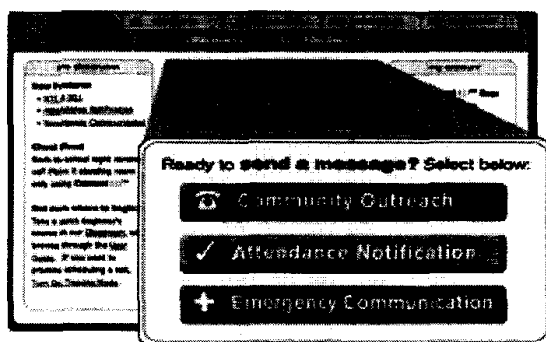
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When Technology Must Work • The Best • NTI • Peace Of Mind • Security • Safer Schools • The Best • NTI • When Technology Must Work


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## Products

| **Connect-ED™** | **PACE-** (The Partnership For Academic and Community Excellence™) |



## Connect-ED™

### The premier school-to-parent communication system

Reach parents and staff with one phone call for as little as:

*One Penny per Student per Day*

[What is \*\*Connect-ED™\*\*](#) | [How does it work?](#) | [How does it fit into my workflow?](#)

## What is **Connect-ED™**?

### Your school needs a clear, consistent and reliable voice

Built exclusively for the K-12 education market, **Connect-ED™** enables administrators to record, schedule, send, and track personalized voice messages to tens of thousands of parents in minutes.

**Connect-ED™** was built from the ground up with K-12 administrators' needs in mind. **Connect-ED™** offers a bundled set of emergency communication, community outreach, and student attendance management solutions – all controlled by your school or district via a Web interface or, during an emergency, through a standard telephone.

#### There is:

**No** hardware to buy  
**No** software to install  
**No** additional phone equipment required

#### Community Outreach

**Remind** parents of upcoming school events

**Alert** parents of last-minute changes to schedules

**Rally** support for school initiatives and fundraisers

[See an example > >](#)

#### Attendance Notification

**Increased** attendance improves student achievement

**Communicate** in any language

**Reduce staff workload** with automated attendance processes

[See an example > >](#)

#### Emergency Communication

**Reach** parents in an emergency situation

**Notify** the community of an "Amber Alert"

**Reassure** parents their children are safe & secure

[See an example > >](#)

## How do I use *Connect-ED™*?

### Simple "record a message" process

With *Connect-ED™* you can successfully communicate information to your entire community in minutes using either a standard telephone or, for advanced calling options, a password-protected online administration system. It's so simple to use, you can be up and running in minutes without formal training!

### Advanced tracking and resending functionality

After each call, you will receive via e-mail a report allowing you to:

- View how the calls were delivered (live, answering machine, bad number, etc.)
- Resend the message to numbers indicated as "undelivered"
- Quickly identify students with bad numbers for easy follow-up

#### 3-STEP PROCESS:

**STEP 1:** Select or record a message

**STEP 2:** Select your recipients and language

**STEP 3:** Schedule delivery date and time

## How does *Connect-ED™* fit into my workflow?

### *Connect-ED™* works with your student information system

Using our data import feature you will always have the most up-to-date information in your system. This provides the utmost flexibility, security, and control while allowing you to:

- Easily import entire datasets, contact lists, and groups through our secure website as frequently as you like
- Create and send calls to an unlimited number of groups (grade, language, bus schedule, teacher, faculty, football team, etc.)
- Keep your data current by regularly identifying bad numbers
- Send messages to up to 6 numbers per student without duplication among families
- Select absent students and *Connect-ED™* will deliver the attendance message in any language you have pre-recorded

#### WORLD-CLASS INFRASTRUCTURE AND SECURITY

With access to thousands of outbound phone lines, redundant architecture, 24-7 security and monitoring, and robust encryption, *Connect-ED™* gives its clients access to an infrastructure they can depend upon.

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## About Notification Technologies, Inc.

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Notification Technologies, Inc. (NTI) is a privately held company located in Los Angeles, California. NTI acquired PACE (The Partnership for Academic and Community Excellence, LLC) in early 2004 to expand the company's position as the recognized leader in school-to-parent communications.

NTI makes and distributes **Connect-ED™**, an affordable emergency communication, attendance notification, and community outreach solution designed specifically for K-12 schools. For as little as ONE PENNY a day per enrolled student per year, **Connect-ED™** can assist districts to efficiently improve student safety, parental involvement, staff communications, and student attendance. **Connect-ED™** employs an easy-to-use interface, state-of-the-art technology and an array of dedicated phone lines to enable districts to distribute thousands of personalized voice communications to parents and staff within minutes at up to six phone numbers per student.

### With **Connect-ED™**, there is:

- NO** hardware investment
- NO** software to install
- NO** additional phone equipment required

K-12 Administrators simply dial a toll-free number, record their personalized voice message and send it to selected recipients in a moment's notice. **Connect-ED™** seamlessly and securely integrates with most K-12 student information systems to ensure data synchronization for outbound messaging.

With **Connect-ED™**, thousands of parents are one phone call away.

Additionally, NTI can assist schools to offset the costs associated with **Connect-ED™** via PACE, The Partnership for Academic and Community Excellence™. PACE is an innovative program that connects school districts with corporate sponsors that believe that goodwill is good business. If you are interested in becoming a PACE corporate sponsor, please e-mail [PACE@notification.com](mailto:PACE@notification.com).

For more information or to schedule an appointment to learn more about **Connect-ED™**, please e-mail [info@notification.com](mailto:info@notification.com) or call (877) NTI-4-411.

Feel free to consult our [FAQ](#) or [try the product yourself](#)



**Connect-ED™** is the cornerstone of our communication plan. It is truly the epitome of an agile system. We've used it for everything from welcoming new parents to reminding staff to turn in their healthcare forms.

**Max McGee**  
**Superintendent**  
**Wilmette School District**  
**39**

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If your question isn't answered on this page, please feel free to e-mail us at [support@notification.com](mailto:support@notification.com) or call (877) NTI-4-411 to talk to a NTI representative.

How does the **Connect-ED™** system work?

How is **Connect-ED™** different from autodialer systems?

How can you reach thousands in minutes?

How much does **Connect-ED™** cost?

Are there any unexpected or hidden charges?

When can I schedule a message to be delivered?

Do I need to buy any special equipment to use **Connect-ED™**? What about upgrades and support?

How do I get my contacts into the **Connect-ED™** system?

Can you integrate with school administrative database systems?

Can I send messages to just a part of my contact database, for example, just the 4th grade or my faculty?

Do **Connect-ED™** message recipients need a computer?

Can I rely on **Connect-ED™** to deliver my calls on the date and time specified?

Can **Connect-ED™** send out Attendance Messages to families of absentee students?

What if we have an emergency and don't have access to the internet to send a message?

Do "Phone Zappers" prevent **Connect-ED™** messages from being delivered?

Do you share our information with anyone?

How long has **Connect-ED™** provided school-to-home communications?

### How does the **Connect-ED™** system work?

**Connect-ED™** combines the power of the Internet with the pervasiveness of the telephone to give schools an affordable and easy-to-use tool to reach out to their communities. Designated school administrators record a voice message over the telephone and our technology takes care of the rest, delivering your voice message to thousands of recipients within minutes! You don't need to purchase any hardware or software or install any additional phone lines!

### How is **Connect-ED™** different from autodialer systems?

There are definitive advantages to the **Connect-ED™** system including the elimination of the need for any additional hardware, software, or phone lines and the speed with which your district or school can deliver calls.

Consider a one minute voice message to 1,000 recipients. A typical autodialer with two dedicated phone lines will take at least 8 1/2 hours to deliver your message.

**Connect-ED™** can deliver the same message within five minutes. Since **Connect-ED™** is Web-based, it doesn't need to be installed, configured, repaired, or upgraded. Best of all, **Connect-ED™** quickly delivers detailed results to your e-mail address as soon as the scheduled delivery is complete, including reporting on bad numbers.

### How can you reach thousands in minutes?

**Connect-ED™** maintains access to thousands of phone lines to insure that school-to-parent communications are delivered quickly and efficiently. Moreover, NTI has the capacity to scale our supporting phone line infrastructure as demand dictates.

Every time I make a **Connect-ED™** call to parents, I hear how much they appreciate this service. My attendance clerk has been ecstatic about how quick and easy it is to make her attendance calls!

**Dr. Faith Morris**  
Principal  
Del Obispo School

**How much does *Connect-ED™* cost?**

*Connect-ED™* can be implemented for as little as a penny per day per student. [Contact us](#) for further information.

**Are there any unexpected or hidden charges?**

Absolutely not! Your *Connect-ED™* subscription entitles you to unlimited technical support and system upgrades.

**When can I schedule a message to be delivered?**

With *Connect-ED™* you can send your message any time - 24 hours, 7 days a week. Rest assured, we will deliver an "are you sure " message just in case you happen to select 1:00 AM instead of 1:00 PM!

**Do I need to buy any special equipment to use *Connect-ED™*?**

No. The only thing you need is an Internet connection, a browser that meets or exceeds Internet Explorer 4.5 or Netscape 4.7, and a telephone. You don't have to buy or maintain any special equipment, have special phone lines installed or install any software applications or plug-ins. We provide a detailed step-by-step user guide for your reference and we use industry-standard file types to interface with your student information system so you will be able to use *Connect-ED™* in no time!

**What about upgrades and support?**

You don't have to worry about any of it - *Connect-ED™* takes care of all upgrades internally. You never have to purchase or install any new software or equipment. Our representatives are there to support you in every step along the way. Contact us at: [support@notification.com](mailto:support@notification.com) for further information.

**How do I get my contacts into the *Connect-ED™* system?**

NTI has designed a simple, online process to import your existing data into your *Connect-ED™* account. We can hold up to six phone numbers per contact. You can add, remove and delete individual contacts at your convenience.

**Can you integrate with school administrative database systems?**

*Connect-ED™* can be integrated with most administrative database systems including Aeries, Blackbaud, and SASI. Additionally, we can work with most custom systems.

**Can I send messages to just a part of my contact database, for example, just the 4th grade or my faculty?**

Yes. *Connect-ED™* gives you the ability to create custom groups so you can choose exactly who will receive your message. Just the 4th grade? Not a problem. The entire student body? Done. You can even load faculty into your account and send messages just to them. With *Connect-ED™* it's easy.

**Do *Connect-ED™* message recipients need a computer?**

*Connect-ED™* messaging is delivered to your recipients via the telephone, not the computer. To receive a message, your recipients need only answer their telephone (including cell phone) or have an answering machine to record your incoming message.

**Can I rely on *Connect-ED™* to deliver my calls on the date and time specified?**

Yes. *Connect-ED™* is designed to deliver your message on the date and time scheduled within 15 minutes with 99% accuracy.

**Can *Connect-ED™* send out attendance messages to families of absentee students?**

**Connect-ED™** provides a simple way for you to send out your daily attendance messages. It can easily interface with your existing attendance system to retrieve the day's absentees or you can sort by grade/teacher to pick individuals. **Connect-ED™** will automatically match these absentees with your pre-recorded attendance message, determining for you what language the message should be delivered in based upon the information stored in your system.

**What if we have an emergency and don't have access to the internet to send a message?**

Each user can print out a personal, wallet-sized emergency messaging card. In case of an evacuation or power loss, you can use the information on this card to call the **Connect-ED™** system and schedule an emergency notification to all your contacts using just a telephone.

**Do "Phone Zappers" prevent **Connect-ED™** messages from being delivered?**

No. NTI has conducted tests with the "Tele-Zapper" and it does not block our messages from being delivered.

**Do you share our information with anyone?**

No. **Connect-ED™** does not sell, lease, share, rent, or barter personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside Notification Technologies, Inc. or NTI service providers – ever! For more information, see our [Privacy Policy](#).

E-mail additional questions to [privacy@notification.com](mailto:privacy@notification.com) or [businessaffairs@notification.com](mailto:businessaffairs@notification.com).

**How long has **Connect-ED™** provided school-to-home communications?**

**Connect-ED™** is an innovative technology product owned and distributed by Notification Technologies, Inc. that was first developed over four years ago. Our first client, the Ramona Convent School in Alhambra, California sent its first **Connect-ED™** communication in March 2001. Since then we have delivered millions of school-to-parent communications for thousands of clients throughout the United States. For more information about NTI, please visit [About NTI](#).

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## Case Studies



### Community Outreach

Whether you want to improve participation in fund raising initiatives, increase voter turn-out for important bond initiatives, or insure parents are aware of up-coming standardized test days, **Connect-ED™** is the most cost-effective and efficient tool at your fingertips.

**Connect-ED™** affordably replaces backpack stuffers, direct mailings, and inefficient autodialer systems with a personalized voice messaging system connecting you to your community.



See how one district increased parental response using **Connect-ED™**



I can't imagine what would have happened if I hadn't had **Connect-ED™** at my fingertips... I am a real believer in the power of this system.

**Jim Lee**  
Principal  
Foothill Ranch  
Elementary School



### Emergency Communication

An emergency situation is every parent's and school administrator's worst fear. When presented with an urgent situation, having the ability to reach your school's parents with up-to-date information while reassuring them that the situation is under control is crucial.

**Connect-ED™** enables school administrators to notify and update parents and staff within minutes of an emergency situation directly, from any phone.



See how **Connect-ED™** was used to help recover a lost child



### Attendance Notification

Daily student attendance is critical to the academic growth and achievement of our children. With **Connect-ED™**, schools can simultaneously notify all parents early in the morning of absent children without installing additional phone lines or dealing with expensive, maintenance laden hardware systems.



See how one district increased attendance by 1% using **Connect-ED™**

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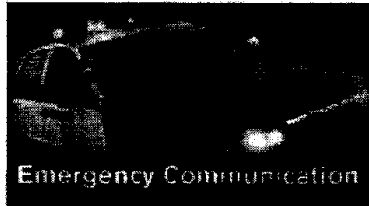
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Notification Technologies, Inc.™

## CASE STUDIES

**Connect-ED™ enables school administrators to notify and update parents and staff within minutes of an emergency situation directly, from any telephone.**



**Foothill Ranch Elementary**  
1 Torino  
Foothill Ranch, CA 92610

**A Child is Missing**

It's every parent's and school administrator's worst fear. A newly enrolled third grader at Foothill Ranch Elementary School who was supposed to meet his parents at the school's flagpole after class, didn't show up. After an hour of searching, his parents and the school's staff had not recovered the child.

**-ED**

Principal Jim Lee quickly used **Connect-ED™** to distribute an emergency notification call to the entire school database that described the young boy's appearance and attire and encouraged parents to join in the search. Within minutes the message had reached all of the parents and staff in the school and everyone available began combing the area looking for the missing boy.

[Listen To The Message](#)**Child is Recovered**

Much like a targeted "Amber Alert," **Connect-ED™** was used by Principal Lee to quickly inform and motivate the local community. Within an hour of sending the message, the missing boy was found - safe - and was reunited with his relieved parents. Because of the implementation of **Connect-ED™**, the school was able to turn a missing child emergency situation into a success story.

***"I can't imagine what would have happened if I hadn't had Connect-ED™ at my fingertips. To be able to send a personalized voice message to all Foothill parents in seconds was a blessing. I am a real believer in the power of this system."***

-Jim Lee, Principal Foothill Ranch Elementary School

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Notification Technologies, Inc.

## CASE STUDIES

**Connect-ED™** affordably replaces backpack stuffers, direct mailings, and inefficient autodialer systems with a personalized voice messaging system connecting you to your community.



**Lawndale Elementary School District**  
4161 West 147th St  
Lawndale, CA 90260-1709

## Parental Involvement

Joe Condon, Superintendent of Lawndale Elementary School District, is an avid researcher. Crucial to his district's annual assessment and planning programs is a Community and Staff Survey done by an independent research firm. While happy with the information he would receive as a result of the survey, Mr. Condon was a little concerned with the amount of calls that the research firm would have to make to get a qualified respondent.

-ED

Mr. Condon strives to find new and interesting ways to improve parental involvement and has been an active user of the **Connect-ED™** system for years; therefore, he decided to call every student's family to remind parents about the value of being responsive should their household be randomly selected to participate in the annual survey.

Listen To The Message

## High Response Rate

Lawndale's research team was pleased at their ability to get parents to participate in the survey compared to their other clients and to Lawndale's previous performance. They asked Mr. Condon what he had done differently and the only thing he could point to was the call he made using **Connect-ED™** and the fact that the district has fewer bad numbers on file because they constantly use the bad number reports generated by the **Connect-ED™** system to reconnect with parents who have moved or changed their numbers. Additionally, by notifying parents ahead of time that they might be called for the survey, they were expecting a call and did not refuse to speak with the caller which had happened in previous years.

***"I'm not surprised that our parents were more responsive after being notified about the survey. Every time I use Connect-ED™ I appreciate the value that it brings to our communication strategy and our ability to get parents motivated and involved in their child's education."***

-Joe Condon, Superintendent, Lawndale Elementary School District

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Notification Technologies, Inc.

## CASE STUDIES

With **Connect-ED™**, schools can simultaneously notify all parents of absent children, via pre-recorded messages, without installing additional phone lines.

**Centralia School District**

6625 La Palma Ave  
Buena Park, CA 90620

**Absences Impact Learning**

Daily student attendance is critical to the academic growth and achievement of our children. Prior to using **Connect-ED™**, Centralia School District in Buena Park, California experienced difficulty connecting with students' parents on attendance issues, particularly those who did not speak English.

The district was concerned about student absences and the resulting impact on student performance.

**ED**

Each school in the Centralia School District now uses **Connect-ED™** to contact all of the school's parents early in the day to notify them of attendance issues. The schools are able to quickly identify absent students and send out a multi-lingual call to better meet the language needs of parents in the district. Additionally, Centralia is using the reporting system within **Connect-ED™** to track each student's attendance history as well as the result of every call that is sent to the student's home or parent's place of work.

[Listen To The Message](#)**Improved Accountability**

According to Superintendent Dr. Bobbi Mahler, there has been an increase in average daily attendance since utilizing the **Connect-ED™** system. Further, a higher level of accountability on the part of both parents and students has been required and achieved.

***"Using Connect-ED™ to communicate with parents on absences, truancy, and important school issues, we saw an increase in our district's daily attendance. Parents have grown accustomed to getting the calls and we are reinforcing our culture of accountability."***

—Dr. Bobbi Mahler, Superintendent, Centralia School District

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